

## REMARKS

Claims 41-111 are pending in the present application, with claims 41, 60, 70, 80, 100, and 108 as being the independent claims. In summary of the outstanding Final Office Action, claims 41-56, 59-76, 79-84, 98-111 stand rejected under 35 U.S.C. § 102(e) as being anticipated by Ginter et al. (U.S. Pre Grant Pub. 20040054630). Claims 50 and 89 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Ginter et al. in view of Knight (U.S. 6,243,350). Claims 57, 77, and 96 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Ginter et al. (US Pre Grant Pub. 20040054630) in view of Yuen et al. (U.S. 6,147,715). Claims 58, 78, and 97 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Ginter et al. (U.S. Pre Grant Pub. 20040054630) in view of Yuen et al. (U.S. 6,147,715) as applied to claims 57 and 96 above and further in view of Ward et al. (U.S. Pre Grant Pub. 20050010949).

Acknowledgment of the drawings as formal is respectfully requested.

Reconsideration of the outstanding rejections to the claims is respectfully requested.

### Claim 41

Claim 41 stands rejected under 35 U.S.C. § 102(e) as allegedly anticipated by Ginter et al.

The Office Action cites paragraph 1022 of Ginter, which refers to using “administrative objects” that can be sent from end users. However, these “administrative objects” are described as containing audit information in the data area of an event record. Thus, these administrative objects are not described as including information identifying the distribution agent as called for in claim 41. Also, the Office Action contends that Ginter et al. teaches that “upon playback of a movie at the end user site, information is communicated from the user site to a clearinghouse (system operator) that identifies the content being played along with information identifying the content owner and responsible distributing parties”. The Office Action relies on Ginter et al. disclosing a logical object structure having a “header that identifies the object and may also identify...one or more distributors of the object” (page 73, paragraph 989). However, according to Ginter et al., this header is of a logical object structure which supports digital content delivery and may, for example, be sent with the content to the user site (see page 72, paragraph 983). This different from that which appears

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in claim 41, wherein the distributor and content identification is received from the remote viewing location. Thus, for the reasons above and others, Applicants submit that all the limitations of claim 41 are not taught or suggested by Ginter et al.

**Claims 42-111**

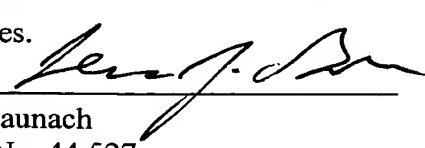
Regarding claims 42-111, with respect to the element relating to content and distribution agent identification information being received from the remote viewing location that they may share in common with rejected claim 41, all the limitations of claims 42-111 are not taught or suggested by Ginter et al. or any other references cited by the Office Action for at least the same reasons presented above. Therefore, Applicants submit that claims 42-111 of the application are in condition for allowance.

Applicants would also like to note that the present application is related to U.S. Patent Application No. 09/781,680 also filed on February 12, 2001 to which the Examiner is also assigned and wherein the Examiner has cited U.S. Patent No. 5,619,247 (Russo), International Publication No. WO 01/54410 A2 (Braitberg), U.S. Patent Application Publication No. 2004/0083492 (Goode et al.), and U.S. Patent No. 6,438,751 (Voyticky).

**CONCLUSION**

Applicants believe that the present reply is responsive to each point raised by the Examiner in the Office Action and Applicant submits that claims 41-111 of the application are in condition for allowance. Favorable consideration and passage to issue of the application at the Examiner's earliest convenience is earnestly solicited. However, should the Examiner find the claims as presented herein to not be allowable for any reason, Applicants' undersigned representative earnestly requests a telephone conference at (206) 332-1392 with both the Examiner and the Examiner's Supervisor to discuss the basis for the Examiner's continued rejection in light of the Applicant's arguments presented herein. Likewise, should the Examiner have any questions, comments, or suggestions that would expedite the prosecution of the present case to allowance, Applicants' undersigned representative would very much appreciate a telephone conference to discuss these issues.

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